



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 07/27/12

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Flight Dates 07/24/12-08/01/12Contract / Revision 304765 /Original Date / Revision  
07/27/12 07/27/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact500 N Washington Street - Suite #31  
Alexandria, VA 22314Product

Wil Cardon for Senate 2012

Agency Com 15%Billing ContactPO Box 288  
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # TV: 07240730 :15'sAlt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market ValueCompeting Station % of Order Amount

CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	25	\$12,962.50	\$15,250.00	0.00	06/25/12	07/29/12	25	\$12,962.50	\$15,250.00
August 2012	5	\$1,593.75	\$1,875.00	0.00	07/30/12	08/01/12	5	\$1,593.75	\$1,875.00
<b>Totals</b>	<b>30</b>	<b>\$14,556.25</b>	<b>\$17,125.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
1	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1111---	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/23/12	07/29/12	-111---		3		\$225.00		0.00					
		Week: 07/30/12	08/05/12	1-----		1		\$225.00		0.00					
E 2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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PHOENIX**

Contract / Revision 304765 Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/27/12/ 07/27/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :15's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-11-1--		3			\$225.00		0.00				
		Week: 07/30/12	08/05/12	1-----		1			\$225.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KNXV	07/30/12-08/05/12		M-F 7-9am		7am-9am	M-----	:15/:15		<del>(\$225.00)</del>		0.00	BK		
		See MG 2.5													
5	KNXV	07/31/12-08/01/12		M-F 7-9am		7am-9am	-TW-----	:15/:15		\$225.00		0.00	BK		
		Ⓜ MG for 2.4 07/30													
3	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-----S-		1			\$75.00		0.00				
4	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	-----S	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-----S		1			\$75.00		0.00				
E 5	KNXV	07/25/12	07/30/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	--1-1--		2			\$450.00		0.00				
		Week: 07/30/12	08/05/12	1-----		1			\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	07/30/12-08/05/12		M-F 5pm-530pm		5pm-530pm	M-----	:15/:15		<del>(\$450.00)</del>		0.00	BK		
		See MG 5.4													
4	KNXV	07/31/12-08/01/12		M-F 5pm-530pm		5pm-530pm	-TW-----	:15/:15		\$450.00		0.00	BK		
		Ⓜ MG for 5.3 07/30													
6	KNXV	07/24/12	07/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-1-11--		3			\$450.00		0.00				
7	KNXV	07/28/12	07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-----S-		1			\$250.00		0.00				
8	KNXV	07/29/12	07/29/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-----S		1			\$250.00		0.00				
9	KNXV	07/24/12	07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:15/:15	3	\$750.00	P-3	0.00	BK	3	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	-1-1---		2			\$700.00		0.00				
		Week: 07/30/12	08/05/12	1-----		1			\$750.00		0.00				
10	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 07/23/12	07/29/12	----F--		1			\$3,000.00		0.00				
11	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00



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Contract / Revision    **304765**    Flight Dates **07/24/12-08/01/12**Hiatus DatesOriginal Date / Revision    07/27/12/    07/27/12Order Sep    00:20:00Advertiser    **Cardon / Republican / Sena**    Product **Wil Cardon for Senate 2012**    Estimate #    **TV: 07240730 :15's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
11	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--					1	\$3,000.00		0.00			
12	KNXV	07/29/12	07/29/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S					1	\$2,000.00		0.00			
13	KNXV	07/24/12	07/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1-1---					2	\$225.00		0.00			
		Week: 07/30/12	08/05/12	1-----					1	\$225.00		0.00			
14	KNXV	07/24/12	07/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:15/:15	1	\$700.00	P-3	0.00	BK	1	\$700.00
		MG from order #304723													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-TWTF--					1	\$700.00		0.00			
15	KNXV	07/24/12	07/27/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		MG from order #304723													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-TWTF--					1	\$225.00		0.00			
16	KNXV	07/24/12	07/27/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-TWTF--	:15/:15	1	\$225.00	P-3	0.00	BK	1	\$225.00
		MG from order #304723													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-TWTF--					1	\$225.00		0.00			
														<b>Totals</b>	<b>30 \$17,125.00</b>

\*Tax 1 Note: Tax 0.5%.